

The Power of Persuasion with Jordan Davis - 6 Digital Audio CDs

Do you sometimes feel as if you are speaking and no one is listening? As if you couldn't convince someone to do what you would like? Then you need to develop and hone your persuasive communication skills. In this six audio disk series, seasoned trainer and proven leader Jordan Davis will identify and teach you these essential skills. Jordan will demonstrate how to get others to "see things your way". Packed with practical how-to's, real-life techniques for making an emotional connection with others, becoming a more effective listener, and boosting your verbal and non-verbal communication skills you will become a persuasive communicator.

The power to persuade and influence others in a positive, non-confrontational manner is a priceless skill. Whether you're asking for a raise, closing a critical deal, selling colleagues on a proposal or getting your children to cooperate, you'll be amazed by your newfound persuasive power.

Key learning points

- ✓ Learn the 12 most powerful words in the English language and the 9 worst
- ✓ Discover negotiation strategies that will get you what you want
- ✓ Unleash the power of persuasive questioning – and learn which questioning tactics to avoid
- ✓ Identify and employ the 8 Laws of Persuasion
- ✓ Develop techniques and strategies that every successful presenter should master
- ✓ Establish credibility using 9 powerful tips
- ✓ Utilize the Socratic Method to get others to say "yes" to what you are asking
- ✓ Learn to use the D.E.S.I.R.E. system to set and achieve goals
- ✓ Break six negative listening habits that work against you